Ideation Phase
Brainstorm & Idea Prioritization Template

Date	25 June2025
Team ID	LTVIP2025TMID49941
Project Name	Toycraft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

② Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

PRANEETH KUMAR

Create regional sales dashboards to identify which areas perform best.

Segment customers by age group to see which toys are popular with different demographics.

SRI RAM

Track product category performance to identify top-selling and low-performing toys.

Compare current vs. previous year's sales to measure growth and decline.

Use maps to visualize regional demand for better inventory distribution.

MAHENDRA

Build KPI cards (e.g., Total Sales, Top Region, Best Selling Toy) for at-a-glance insights.

Visualize product launch timelines using Gantt charts to align release and sales data.

RAHUL

Identify frequently returned or exchanged toys to improve quality or features.

Highlight most profitable product lines to focus marketing efforts.

NARASIMHA

Analyze customer buying patterns to suggest bundles or promotions.

Predict future sales trends using historical data to guide decisions.

③ Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

PRANEETH

Create regional sales dashboards

Segment customers by age group

SRI RAM

Track product category performance

Compare current vs. previous year's sales

MAHENDRA

Build KPI cards

NARASIMHA

Predict future sales trends

Step-3: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)